

Peer-to-Peer Fundraising

Best Practices for



Goal Setting

Not just a donation total. Think:

- Total number of P2P Fundraisers
- Number of New Gifts
- Total Number of Gifts

Recruiting Fundraisers

- Board Members
- Event Participants
- Volunteers
- Previous Erie Gives Supporters

Fundraising Toolkit

- Templates: Email, Social Media and Text
- Thank you cards for them to write
- Timeline of when to send and post

Communication

- Follow up
- Check in
- Ask if they need assistance

Stewardship

- Thank You Emails
- Handwritten Notes
- Texts and Phone Calls

Analyze and Evaluate

- What Worked Well
- What Didn't Work Well
- How to Do Better Next Year